

NOTICE OF A SPECIAL MEETING OF THE

ASHEBORO CITY COUNCIL

Tuesday, October 4, 2005

7:00 o'clock p.m.

Notice of a special meeting of the City Council of the City of Asheboro, North Carolina is hereby given. Said meeting will be held on Tuesday, the 4th day of October, 2005 at 7:00 o'clock p.m. in the Council Chamber of the Asheboro Municipal Building, which is located at 146 North Church Street in Asheboro, North Carolina.

This special meeting of the City Council has been called for the purpose of allowing the members of the Asheboro City Council to participate in a meeting of the Steering Committee that has been formed as part of the city's strategic planning process. All officers of the city and all other persons whomsoever are hereby given notice that such meeting will be held.

This notice is issued on this the 29th day of September, 2005 by order of Mayor Jarrell and pursuant to the laws of the State of North Carolina and the City of Asheboro relative to the time and place of holding meetings, both regular and special, of the Asheboro City Council.

s/ John N. Ogburn, III
John N. Ogburn, III
City Manager
City of Asheboro, North Carolina

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SPECIAL MEETING

**ASHEBORO CITY COUNCIL
STRATEGIC PLANNING STEERING COMMITTEE
TUESDAY, OCTOBER 4, 2005
7:00 P.M.**

This being the time and place for a special meeting of the Mayor and City Council, a meeting was held in the Council Chamber of the Asheboro Municipal Building with the following officials and members present:

- David Jarrell) – Mayor Presiding
- Talmdage Baker)
- Linda Carter)
- Keith Crisco)
- Nancy Hunter) – Council Members Present
- John McGlohon)
- Archie Priest)
- David Smith)

- John N. Ogburn, III, City Manager
- Holly J. Hartman, Legal Assistant/Deputy City Clerk
- Deborah P. Juberg, Finance Director
- Reynolds Neely, Planning Director
- Lynn Priest, Community Development Director
- Jeffrey C. Sugg, City Attorney

A quorum thus being present, Mayor Jarrell called the meeting to order for the transaction of business, and business was transacted as follows:

Mayor Jarrell welcomed everyone in attendance and turned the meeting over to Mr. Bob Morrison, Chairperson of the Strategic Planning Steering Committee. Mr. Morrison welcomed everyone and asked Ms. Ginger Booker, Assistant Director of Piedmont Triad Council of Governments, to facilitate discussion of certain ideas and issues that need to be addressed by the steering committee as part of the strategic planning process.

Ms. Booker stated that the role of the steering committee is to give guidance to the task forces in terms of their respective areas of focus and to share important information and ideas with the task forces. Ms. Booker discussed the Strategic Planning Framework.

Several ideas were discussed referencing ways to keep the public informed about the planning process. Ideas included drop-in town meetings and a community survey to find out what the citizens are looking for. Ms. Carter stated that perhaps the committee could work with the Human Resources Departments of the different companies located in Asheboro in order to obtain a better response to surveys. Ms. Booker discussed the "Public Survey" handout stating that this would be a possible survey to send to the citizens.

In response to concerns about the scope of the distribution of the surveys, Mr. Ogburn stated that the city staff would put together a plan and report back to the committee members on the staff's efforts.

Ms. Juberg presented data regarding the General Governmental Revenues by Source for the City of Asheboro. She highlighted that population affected property tax, sales tax, and gas tax with property tax being the largest single source of revenue that is directly controlled by the City Council.

The committee expressed interest in viewing other cities such as Salisbury, North Carolina or Tupelo, Mississippi that have successfully completed strategic planning initiatives. Mr. Crisco will initiate the research for this idea and report his information to the committee. Mr. Crisco stated that the committee should consider having an expert to present a case study to the committee.

Through a discussion, the committee members individually identified the issues, in their opinions, that were most interesting or surprising from the Strategic Planning Kickoff Meeting on Tuesday, September 13, 2005. Issues included jobs and the economy, cultural differences, the need for annexation, potential of residential growth as a revenue producer, and the continuing high percentage of adults without a high school diploma.

The committee identified the following topics as agenda items for discussion at the next meeting:

- Status report on communications with the citizens.
- City Staff to present "forward numbers" on city revenues.
- Name for strategic planning initiative.
- Volunteer status.
- Recommendation on potential site visit.
- Briefing on Duke Endowment Randolph County economic development initiative.
- Decision on whether to invite a community "turn-around specialist" to meet with the steering committee.
- Report from Duke Endowment team on learnings from the County's Duke Endowment economic development project.

The next meetings of the steering committee are scheduled for October 20, 2005, and November 2, 2005 at 7:00 p.m. in the Council Chamber of the Asheboro Municipal Building.

No formal action was taken by the Council during this meeting.

There being no further business, the meeting was adjourned at 9:20 p.m.